Influence of Social Media on Consumer Decision Making for Cosmetic Products

SHORT SYNOPSIS

Submitted in partial fulfillment of the requirement of the degree of

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by

Shivani Malik

Registration number: 18/Ph.D/013

Under the supervision of

Dr. Simran Kaur

Assistant Professor, Faculty of Commerce and Business Studies

FACULTY OF COMMERCE AND BUSINESS STUDIES

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES

SECTOR-43, SURAJKUND –DELHI ROAD, FARIDABAD – 121001

Certificate

I hereby declare that the short synopsis "Influence of Social Media on Consumer Decision Making for Cosmetic Products" being submitted in partial fulfillment of the requirement for the degree of Doctor of Philosophy in Marketing under faculty of Commerce and Business Studies of Manav Rachna International Institute of Research & Studies, Faridabad during the academic year 2018

It is a bona fide record of original work carried out under the supervision of Dr. Simran Kaur and has not been submitted in full or part to any other university or institute for degree or diploma. Further, it is certified that short synopsis is plagiarism free and proof has been submitted.

Shivani Malik

18/Ph.D/013

Dr. Simran Kaur

Assistant Professor in FCBS

(Chairman, DRC)

Chairperson, CBP

ABSTRACT

In the era of modernization, digitalization plays very important role in influencing consumer buying behaviour and their attitude towards product. Nowadays sale and purchase of products moved towards the concept of e-commerce, consumers not only make online purchase of goods and services but also consult online and form conception about product and services to make purchase decision. Over the last couple of decades Indian cosmetic industry has observed rapid growth through social media. New opportunities are provided to consumers by social media to retain social interaction through internet, reviews and feedback of customers help potential users in making pre-purchase decision. Social media is a technology with the help of which people across international geographical boundaries get connected in less passive of time. Social media plays very important role in influencing consumers and also make information available easily. Nowadays bloggers on social media advertising serves as one of the highlighted and important channel of online marketing of personal care products. Today blogs become an inspirational figure in creating awareness in the mind of consumers in, addition bloggers act as a medium to share information and upgrade the knowledge of consumers about today's latest trend. The purpose of the study is to examine the influence of social media on consumer decision making for cosmetic products.

Keywords: Digitalization, social media, consumer decision making, cosmetics, blogs, beauty bloggers.

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Short Synopsis

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Introduction

Indian life style started changing practically since 1991, as it was the period when the Indian economy was given lift off prior to liberalization the people especially women had very limited choice to protect their skin, hair, body and the use of Indian medicinal plants was quite popular. The period after liberalization had made the people prosperous and which impact their lifestyles also. People living in the urban areas are very conscious to their internal and external health and appearance. In the early days women were using indigenous very limited beauty care products and these were not very expensive. However, people in the big cities like Delhi, Mumbai might have being using some superior products along with the indigenous products.

With the passage of time popularity of cosmetic products has increased in astronomical proportions. The outdoor activities of male and female has been expanding day by day. The effect of the sun, dust and moisture is very severe and sometimes it affects the hard tissues of the body. Nowadays everyone is very conscious to maintain the external appearance also. In addition to which people make sure about the quality of the product as no one wants to take the chance to try the products which are manufactured unscientifically. Today before buying the product information search of the product is done by the people with the help of internet and hence they ensure that the negative effect of the product should not be there at all. In India almost every household barring rural area are now aware of different categories of products available in the market.

To some extent Indians lifestyles is becoming similar to European and American lifestyle, with the use of these products the people always feel motivated, fresh and concentration has improved drastically. Otherwise when the person is sweating and during high humidity the hair also become sticky, regular use of organic and aromatic substances keep their external health in sound conditions. There are various skin diseases which could be eventually treated with the help of the skin care products. The people can easily take care of their body, hair and skin by using these products.

Internet and technology change the perspective of business from traditional marketing to online marketing. With the growth in usage of internet, social media network has become one of the most important communication channels and attract large number of users in less passive of time. Social

media is used as a promotional tool in marketing of products, it helps in capturing large viewers at a time to share opinions and have good interaction with consumers. Nowadays, people are more active on social media however consumers are involved in various activities from purchase decision making of goods and services to sharing their reviews and feedback with other consumers. Freedom of sharing information through social media makes existing consumers act as an influencer for the potential customer(s) to make purchase decision.

Today various companies not only provides product and services online but also offer platform to their customers for doing interaction with each other. By reading reviews of other customer's on social media people generate trust in the decision making for the product. With increase in the use of social media, influencers plays very vital role in connecting with the consumers worldwide. The influencers also called bloggers who showcase his/her ideas, views, experience and knowledge to the viewers. Social influencers update potential consumers about latest trend in the market and accordingly consumer decision making for the product gets affected.

Consumer buying behaviour is a process in which an individual or group choose, buy, utilize or discard the products, services and ideas to satisfy their demand. In consumer decision making consumers make search for their needs and look all the related information available and then assess all the possibilities which finally makes buying decision.

Consumer market is the fastest growing market with enormous rise in the demand of cosmetics all over the world. Rise in the usage of internet increase awareness among people, change in their lifestyles results in focusing more on personal grooming.

Products that are used to change or increase the appearance face, fragrance or texture of the body are known as cosmetic products.

According to Romanowski (2015), cosmetic products can be divided in five different categories:

1. Skin Care products: Products which are used to improve appearance of the skin are known as skin care products. It contains 30% share of all cosmetic sold in the market.
2. Hair care products: Products used for hair cleansing, enhancing or changing looks of hair are hair care products. It contains 25% share of all cosmetic sold in the market.

3. Colour cosmetic product: Products which change the colour and appearance. It contains 20% share of all cosmetic sold in the market.
4. Personal care products: Products that include oral and body care related products are known as personal care products. It contains 15% share of all cosmetics sold in the market.
5. Fragrance: Product that are used to change natural body odour. It contains 10% share of all cosmetic sold in the market.

Different types of social Groups

There are various social groups that influence consumer decision for purchasing any product.

1. Primary group: Group having close relationship with individual is known as primary group. Example- family member, close friends.
2. Secondary group: Formation of more than one primary group is known as secondary group. Example- with in any organization or university and schools.
3. Informal groups: In informal groups individual having common interest.
4. Formal groups: Formal group arranged in a structured way.
5. Virtual groups: Groups or individual who share their experience on social media. Example- social networks, blogs.

Online social networks

Online social network include facebook, YouTube, Twitter, etc. Where individual share their knowledge and experience by constructing their public profile on social media sites. Due to online networking the communication between companies and consumers is more effective and meaningful.

Types of Social media (Bump, 2019)

1. Social networking sites (SNS): SNS allow users to connect with each other, share their knowledge and experience, such as Facebook, LinkedIn.
2. Blogs: Blogs maintained by individual or groups with the purpose of sharing their knowledge and experience to large number of audience at a time. Bloggers are free to blog without any restrictions.

3. Media sharing sites: Sites through which multimedia files like images, videos, and music were shared are known as media sharing sites, such as YouTube, Instagram, Pinterest.
4. Micro blogging: Micro blogging are similar to blogging the only difference is, number of words used by individual in micro blogging are limited. Users have to fit their views in specific limit of words, such as twitter.
5. Consumer Review Networks: This network helps viewers to find, share and review all related information about product, such as Zomato, Trip Advisor.

Background of beauty industry

Subject of beauty is a fascinating, complex and never ending tale. The beauty industry biography is distinct, colorant as lipstick and nail polish carry different colour. Beauty industry became important career for women in late 19^{th} and 20^{th} century. During 20's the beauty industry was in fast progress. In this period one of the Canadian American business women Elizabeth established her signature salon and started make over transformation of her customers.

Today beauty industry start providing science based product, as along with the appearance women also want the product will not harm their skin as well. Women's are more conscious about their appearance and personality. Nowadays, platform which is spreading vastly and also has great influence on consumers is blogging.

Due to globalization and increase in level of literacy and advancement in the technology results in increase number of followers. Blogging benefit to both viewers and companies as well. Beauty adding items all depends on various factors like age, area of residence, income level and marital status. For instance according to age college girls were more attracted towards the product like face creams, lipsticks, eye guard and so on, whereas working women chose products related to their beauty which keep they skin glowing whole day. Income level also has great impact on beauty adding items as brand preference vary accordingly.

Concept of Blog

Blog is defined as “an easy method of regularly publishing web pages which are best described as online journals, diaries or news events listings”. (Chaffey et al 2006, p. 387)

A blog is made by one or more blog posts, blog post contain text, videos and images prepared and uploaded by the writer of the blog who is also called blogger. One who maintains the blog is called blogger. Bloggers are the one who blog regularly through internet by putting their ideas, views, experience and solving quarries of viewers.

Concept of Beauty bloggers

People who blog everything that fall under the category of beauty they share their tips related to skincare products, different kinds of makeup, hairstyles and much more things related to the appearance are known as beauty bloggers.

Beauty blogger share their knowledge about latest fashion, hair, makeup and skincare to world through websites and personal blogs. Beauty blogging is very good carrier for those who love sharing tips about “beauty” to others, for instance they blog about makeup, hairstyles, skin care products and so on. Beauty bloggers showcase their talent by capturing photos and by making videos for the viewers this makes people go crazy about beauty industry.

Task of beauty bloggers are not only to update their followers about beauty but also post engaging photos on social media by keeping viewers up-to-date. They run YouTube channels and show videos to viewers which fulfil their expectations for this they also tweet regularly, this increase interest among viewers.

Today it is observed cosmetic usage results in increase in level of self- confidence in women. With the increase in the usage of internet, on social media followers of beauty bloggers are increasing day by day. Electronic word of mouth has become an important tool to appeal consumers. Top beauty five bloggers followed by maximum number of women’s are: Lisa Eldridge, Tanya Burr’s Beauty Blogs, A Model Recommends, Nikkie Tutorials, Maskcara, etc.

Review of Literature

Mohanapriya, A., Pasmavathi, M. & Kumar, A.Prasath. (2019) presented an article on "A comparative study on the Impact of skin care products on the self-esteem of women users and non-users in Coimbatore city". The purpose of the research is to make comparison among self-esteem while using skin care product of working and non-working women. Survey method was adopted and data was collected from randomly selected 113 women participant of Coimbatore region. Questionnaire was designed to know the spending pattern, reason for using skincare products and self-image toward the skin care products. A standard tool was used to measure the self-esteem of the respondents. It was analyzed self esteem are found slightly higher in the individuals who use skin care products than those who did not utilise skin care products. It was also analyzed there is no significant distinction in the self-esteem of working and non-working individuals.

Tanwar, Anjum. (2017) in his study entitled "Impact of Social Media on Consumer Behaviour". The purpose of the research is to find the impact of social media on buying behaviour of consumer. Trust work as one of the important tool for attracting consumers through social media. Product having positive reviews let customers to move towards that product. Many traders feel that marketing product on social media will be more beneficial as it brings goodwill in the market and it also save cost of advertising. The result of the study shows that social media have a positive impact on buying behaviour of consumers.

Bagiyalakshmi, S. & Saranya, S. (2017), in her study entitled, "A Study on cosmetic usage of girls". The purpose of study is to evaluate the various determinants present in buying decision of cosmetic products. Sample size of 100 girls was taken into study. It was analyzed India is traditionally strong in cosmetic industries as it plays very important role herbal and ayurvedic divisions. She observed mostly girls get motivated from their relatives and friends to buy cosmetics and mostly of them feel emotionally good in using cosmetic and they get influenced by their friend's advice to purchase cosmetic products.

Verbickaitee, Gerda. (2017) in the study entitled "What is the impact of the cosmetic industry in the West on Caucasian female consumer's wellbeing?" The objective of the study is to explore the effect of cosmetics on well-being female regarding aspects of education, social, psychological,

physical and career. It was revealed from the study that in order to feel socially confident females are highly dependent on the usage of cosmetics.

Malarout, Namesh. & Shetty, Dasharathraj K. (2016) in his study entitled "Influence of fashion bloggers on the purchase decisions of Indian internet users- An Exploratory study". The objective of the study is to analyze the impact of fashion bloggers on internet users in buying decision making and awareness created by fashion bloggers about the latest fashion in the market. The sample size of the research was 140 collected through structured questionnaire. The result of the study indicate that blogger have positive influence on the buying behaviour of branded products. It was analyzed, from fashion blogs maximum numbers of blog readers get inspired by updating themselves about latest trend.

Ananda, A.F., & Wandebori, H. (2016) study entitled "The impact of drugstore makeup product reviews by beauty blogger on YouTube towards purchase intention by undergraduate in Indonesia". The objective of the study is to identify the effect on buying intension in undergraduate students of Indonesia by reviews of beauty bloggers on You Tube. For the promotion of the product on social media most of the cosmetic companies propose partnership to the blogger. The results indicate videos of beauty bloggers on You Tube generally have positive impact on purchase intension of viewers.

Forbes, Kristen. (2016) in his study entitled "Examining the beauty Industry's use of social influencers". The research shows various features of some beauty bloggers and in the way they use it in their promotional advertisement on YouTube, Maybelline sponsored videos were used as content analysis of three influencers on YouTube. Maybelline influencer has features like engaging, enlightened, obliging, assertive, and expressive.

Tran, Duyen.(2016) in the study entitled "Beauty bloggers influence on Vietnamese young consumers". The objective of the study is to analyze the influence of beauty bloggers in female buying decision of Vietnamese. The study revealed beauty influencers has beneficial effect on consumers of Vietnamese, but because of some reasons faith and interest in consumer's decreases for a bloggers.

V,Suresh; Chitra, M. & Maran, K. (2016) in their study entitled "A Study on Factors Determining Social Media on Cosmetic Product". The objective of the study is to discuss about the various factors that discover social media on cosmetic products. In the study random sampling method has been used with sample size of 374 and descriptive research design adopted. In India there is high demand of the low or medium price categories branded cosmetic products. Nowadays Indian competitors of cosmetic industries start manufacturing products which fulfil the need globally. The study revealed that with the help of social media cosmetic products reached different type of customers on the bases of age, affordability and skin texture. In addition to which social media also plays important role in increasing sale of the product.

Ulfat, Saima. (2013) in the study entitled "Pairing of customer satisfaction with brand consciousness and price sensitivity (A Feminine study in Pakistan on beauty care products selection, use and satisfaction)". Purpose of the research is to analyze the effect of brand awareness in choosing beauty care products and also to review the effect of price sensitivity of female and their satisfaction level with beauty care product. Through online survey 108 female responses are collected. Result indicates primary factor which results in actual satisfaction in consumer from brand consciousness and secondary factor is price sensitivity for selected beauty care product.

Gillani, S.F., Yousaf, S. & Khan, S. (2013) study entitled, "The effect of brand characteristics on brand loyalty a study of cosmetics products in Peshawar Pakistan". The purpose of the research is to determine the important factors which effect brand features on brand loyalty in cosmetic products in Peshawar Pakistan. The sample size is 110 female respondents. The result of his study shows there is significant relationship among loyalty towards brand and quality of the product, price, promotion, expiry date, store environment, purchase decision, brand name, ingredients and designs of the product.

Britton, Ann Marie. (2012) in the study entitled "The beauty industries influence on women in society". The purpose of study is to collect information about usage of cosmetic, habits and beliefs in college students. In the survey 45 questions were asked about cosmetic usage, behaviour and personal habits. Answers were collected from 137 students of college by social media sites. Snowball sampling used in the survey, sample size is 92 participants. The result of the study indicates there is awareness in women of college and they are high users of cosmetics.

Sarpila, Outi. & Rasanen, Pekka. (2011) in the study entitled "Personal care consumption in Finland: trends in the early 2000s". The objective of the study is to inspect changes occurred in spending on personal care products or services and also analysing socio-demographic variations between households. The data in the study was derived from the Finnish Household Budget survey from 1998 (n=4359), 2001(n=5495), 2006 (n=4007) provide by Statistics Finland. The result of the study indicates that household spending on personal care products and services has generally increased.

Objectives of the study:

1. To identify the determinants of social media influencing consumer decision making for cosmetic products.
2. To analyse the success of social media for cosmetic products in creation of brand image.
3. To assess the relationship between the social media marketing and consumer buying behaviour for cosmetic products.
4. To analyse the influence of social media on different demographic factors of society.

Research Methodology

The proposed study will be conducted considering the following blueprint:

Research Design:

Descriptive research design will be applied to fulfill the objectives of this research. Descriptive research design is used to describe the features of the population and the phenomenon in the research. There are various method of descriptive research like case study, survey method and observation method.

Sample size and Area of research:

Due to the large population, the survey is proposed to be conducted among 500 respondents (tentative) in district Faridabad.

Sample Design:

In order to cover large variety the purposive sampling of the sectors chosen, thereafter, a simple random sample of suitable size from the house number in the sector shall be selected

Data collection method and statistical tools:

The data in this research will be collected by using a planned questionnaire. The collected data will be treated manually along with Computer Software. Statistical interpretations will be given by using a Statistical Package for Social Science (SPSS).

Sources of information:

This research study would be based on both kinds of data and information as primary data as well as secondary data to offer its results, findings, inferences, and implications on the selected statement of the research problem.

Primary Data:

Data collected by the researcher itself are known as primary data. The primary data is more reliable and correct. To facilitate this research, questionnaires, surveys, interview will be used to collect primary data.

Secondary Data

The data which is gathered by the researcher from some other sources are known as secondary data. The secondary data will be collected with the help of journals, research reports, letters, magazines, books, official reports, government publications, and other relevant publications.

Expected outcomes of the research

1. Social influencer's plays very important role in influencing consumer as it generate interest, faith in the consumers, reach large number of viewers worldwide.
2. It was expected that for generating trust in consumers, brand consciousness and price sensitivity are two important factors.
3. Recommendations of bloggers might affect positively the consumer purchase decision for cosmetic products.
4. Social media have different impact on distinct demographic factors of the society.

Research gap

Social media offers various new opportunities and it also become major part in the life of consumers at it allow social interaction on internet. According to Darban (2012) "The impact of online social networks on consumers' purchasing decision" entitled in study that each stage of consumer decision making process influenced by the social networks. Consumer feel social networks are more convenient and they spend most of their time on social networks, i.e facebook give freedom to consumers to interact with different consumers and supermarkets. The above study was done on food retailers and the present study will be based on personal care product consumption.

According to Hajli (2013) "A study on the impact of social media on consumers" revealed in his study that with the passage of time social commerce has been introduced, which give power to consumers to generate content and influence other consumers. The result of the study shows that trust developed by social media increase intention to buy. Perceived usefulness of the consumer has been increased by enhancing the quality of websites. Above study conducted in UK and London but present study will be carry in Faridabad district of India.

Mohanapriya, et al (2019) "A comparative study on the Impact of skin care products on the self-esteem of women users and non-users in Coimbatore city" The study focus on making comparison between working and non- working women and influence of skin care products on the women of Coimbatore city. However, the present study will focus on the social media influence on consumer decision making for personal care products in Faridabad. The study will also highlight the concept of blogger and how they act as a social influencer for consumers.

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Keywords: Digitalization, social media, consumer decision making,cosmetics, blogs, beauty bloggers.

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